

LEO BURNETT COMPANY, Inc.

Ad No. 184-Reg. No. 42205-1 pg. BW-7 x 10 in.-Corporate Pubs, 1971 (A)

Printed in U.S.A.



**Clark Gum will keep
these kids happy.**

**Clark Gum will help
UNICEF keep these kids alive.**

This Halloween, give the individual sticks of Clark Gum to your neighborhood Trick-or-Treaters. But save the empty outer pack wrappers, and send them back to Clark.

You see, for every ten empty outer pack wrappers of Clark or Smile Gum you send us, we'll contribute 5¢ to UNICEF.

Last year, you sent in over a million packs. And this was enough to buy vaccine to inoculate* 2,700,000 kids against smallpox.

Millions of children around the world depend on UNICEF aid, so in addition to your regular contribution to UNICEF this year, "Trick-or-Treat" with Clark Gum.

And if you could see how the money helps children around the world, you'd wish Halloween came more often.



Send your empty outer pack wrappers to "Treat of Life," U.S. Committee for UNICEF, P.O. Box 4332, Clinton, Iowa 52732. The UNICEF Campaign ends November 15, 1971.

Offer also good in Canada.



Help Clark help UNICEF!

Clark Gum is an active nationally known candy brand, second only to the "BIG RED" brand of Life's Sweetest World's No. 1 candy. It is an important part of the American candy industry.

The U.S. Committee for UNICEF certifies that the money from this program, through its UNICEF contribution of any product is received.